

August Travel Posts Strong Gains

Travel during August increased 8 percent over last year's levels, according to results of the latest National Travel Survey conducted by the US Travel Data Center.

The monthly telephone survey reported that travelers in August 1987 took 152 million person-trips. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

Business travel rose significantly over August 1986, but vacation travel dropped nearly 3 percent.

Weekend travel rose again in August, nearly 4 percent. Pleasure travel figures showed a negligible drop of less than one percent from August 1986.

Nearly 18 percent more travelers stayed in the homes of friends or relatives than last August, while those staying in hotels/motels fell moderately.

Auto/truck/RV travel increased 5 percent, and air travel rose 8 percent.

The average trip duration, 5.3 nights, fell from 5.5 nights a year earlier, while the average domestic

round-trip distance dropped to 910 miles from 940 miles in August 1986. ##

Travel Printout Will Unveil New Image in January

In January 1988, Travel Printout will have a new image to match the Data Center's new address and logo.

The newsletter will, however, continue to report on the center's latest travel research, the monthly Travel Price Index, Visitor Volume at National Parks, Current Travel Indicators, and news of other travel industry research.

Traditionally, Travel Printout contained articles written exclusively by Data Center staff; however, the new monthly will also periodically contain articles by industry experts.

Travel Printout is sent to US Travel Data Center and Travel Industry Association of America members and is available to others for \$55 (prepaid), U.S., Canada and Mexico; other foreign countries, \$65. Prices may change in 1988. ##

Visitor Volume at National Parks

Region	AUG 1987 visits	Change from AUG 1986* (percent)	Percent change 1987/1986* Year-to-Date
NEW ENGLAND	2,520,317	-7	13
MIDDLE ATLANTIC	5,984,943	27	26
SOUTH ATLANTIC	12,431,065	3	-6
EAST SOUTH CENTRAL	2,522,535	-10	-18
EAST NORTH CENTRAL	1,086,335	15	12
WEST NORTH CENTRAL	1,990,664	-2	0
WEST SOUTH CENTRAL	1,029,034	-9	-5
MOUNTAIN	6,754,848	6	5
PACIFIC	7,470,852	-2	5
TOTAL	41,790,593	4	1

* Percent change figures may not be consistent with previously reported visitation totals due to National Park Service revisions.

States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. MIDDLE ATLANTIC: New Jersey, New York, Pennsylvania. SOUTH ATLANTIC: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia. EAST SOUTH CENTRAL: Alabama, Kentucky, Mississippi, Tennessee. EAST NORTH CENTRAL: Illinois, Indiana, Michigan, Ohio, Wisconsin. WEST NORTH CENTRAL: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas. MOUNTAIN: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. PACIFIC: Alaska, California, Hawaii, Oregon, Washington.

Current Travel Indicators

CURRENT TRAVEL INDICATORS

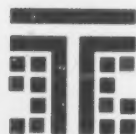
CURRENT TRAVEL INDICATORS		Percent Change			
	Current Month	Current Value	From Previous Month	From Year-ago Month	Year-to-date 1987/86
<u>Establishment receipts or retail sales</u>					
Hotels, motels and other lodging places(1)	Aug	\$ 4,410 million	3.4	5.8	7.7
Eating and drinking places(2)	Aug	\$12,787 million	1.0	4.4	7.8
Gasoline service stations(2)	Aug	\$ 7,812 million	2.3	14.3	-1
<u>Commercial lodging demand</u>					
Hotel/motel occupancy rate(3)	Aug	65.4 percent	-1.5	-1.0	-1.8
Real demand for commercial lodging(4)	Aug	61.7 million	3.3	3.3	4.5
<u>Airline passenger traffic(5)</u>					
Domestic revenue passenger-miles	Aug	30.6 billion	3.6	3.2	10.1
International revenue passenger-miles	Aug	9.6 billion	6.8	27.0	24.7
<u>Highway traffic volume(6)</u>					
Rural arterial vehicle-miles	Aug	48.6 billion	2.2	4.0	4.6
<u>Rail passenger traffic(7)</u>					
Amtrak passenger-miles	Aug	588.6 million	-8	8.4	4.1
<u>Travel Price Index(8)</u>					
	Aug	410.1	.7	7.9	5.0
<u>U.S. resident travel(9)</u>					
Total person-trips	Jul	148.0 million	24.4	7.4	5.6
Vacation person-trips	Jul	107.8 million	29.7	13.4	4.5
Total person-nights	Jul	902.8 million	43.1	9.2	2.8
Vacation person-nights	Jul	679.1 million	40.9	7.7	-2.5
<u>Public use of national parks(10)</u>					
Visits	Aug	41,790,593	-3.9	4.0	1.0
Overnight stays	Aug	3,424,793	3.1	2.7	7.2
<u>Foreign arrivals in U.S.(11)</u>					
From overseas	Jul	1,282,631	34.2	17.9	18.0
From Canada	Aug	1,797,975	11.0	12.0	12.7
From Mexico	Jul	134,569	67.9	25.3	15.4
<u>U.S. citizen departures(12)</u>					
To overseas	Jul	2,740,373	16.0	82.2	35.1
To Canada	Aug	2,317,891	-2.9	-15.7	-7.8
<u>Domestic demand for motor gasoline(13)</u>					
Barrels per day	Aug	7,313 thousand	-3.5	-1.6	2.0

N/A = not available

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(1) Source: Smith Travel Research, seasonally unadjusted. (2) Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted. (4) Source: Smith Travel Research, unadjusted room nights sold. (5) Preliminary; U.S. scheduled service air carriers. Source: Air Transport Association. (6) Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: U.S. Travel Data Center and Bureau of Labor Statistics. (9) Source: U.S. Travel Data Center. (10) Preliminary; unadjusted for differences in reporting units. Source: National Park Service. (11) Source: Statistics Canada and U.S. Travel and Tourism Administration. Mexican data reflect 194 arrivals only. (12) Source: Statistics Canada and Nettleton Research Center. (13) Preliminary; Source: U.S. Department of Energy.

US
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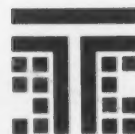
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US
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Research News for the U.S. Travel Industry

December 1987

Volume 16, Number 12

1987 Summer Vacation Travel Rises 4 Percent, As Predicted

The US Travel Data Center reported today that summer vacation travel in 1987 increased 4 percent over 1986 levels, and Americans covered nearly 244 million miles in the process, according to the latest results of the National Travel Survey.

June, July and August proved, as the Data Center predicted last spring, to be "the best summer for the travel industry since 1981." The 295 million vacation person-trips recorded by the monthly telephone survey, however, fell slightly short of the 297 million increase forecast by the Data Center for the summer. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

TOTAL VACATION PERSON-TRIPS FOR JUNE, JULY AND AUGUST

Year	(millions)
1987	295
1986	285
1985	274
1984	268
1983	263
1982	260
1981	286

The average duration of summer vacation trips decreased slightly from 6.2 nights in 1986 to just over 6.0 nights; however, total nights away from home on summer vacation increased nearly 1.0 percent over 1986.

The average domestic round-trip distance declined from 950 miles in 1986 to 870 miles this summer.

Overall, 82 percent of vacationers traveled by auto/truck/RV, compared with 83 percent in summer 1986, and 14 percent traveled by airplane, compared with 15 percent a year ago. About 41 percent of vacationers stayed in hotels or

motels and another 37 percent stayed with friends and relatives.

The South Atlantic/East South Central region attracted the greatest share of visitors, 34 percent, although the Great Lakes region showed the greatest increase over year-earlier levels.

The most controversial prediction in the Data Center's summer vacation forecast, that Americans' overseas travel would decline even further than the previous year despite fewer terrorist attacks against tourists, proved inaccurate. Although final numbers have not yet been compiled, preliminary reports indicate that latent demand combined with an increase in the 35-55 year old age group (which is most likely to purchase international travel) caused an unexpected rise in overseas travel during the summer. ##

Tourism's Top Twenty Answers Most Frequently Asked Questions

Walt Disney World/EPCOT, in Lake Buena Vista, Florida, tops the list of popular American theme parks with 22 million visitors in 1986. The busiest airport in the world is O'Hare International in Chicago. The country which sends the most visitors to the United States, nearly 11 million, is Canada.

These figures are part of Tourism's Top Twenty: 1987 Edition, a collection of frequently requested facts and figures on travel, tourism and recreation. This travel industry almanac, published jointly by the US Travel Data Center and the University of Colorado, updated from its popular 1984 edition, provides a quick source of facts on a wide variety of tourism-related subjects, including hotels and resorts, advertising, airlines, attractions, expenditures, recre-

(continued on page 3)

Travel Prices Decline Again in October

The US Travel Data Center reported today that lower lodging prices pushed the cost of travel down for the second consecutive month as the Travel Price Index (TPI) fell 0.9 percent in October, following a 0.6 percent decline in September.

For comparison, overall consumer goods and services costs, as measured by the Consumer Price Index (CPI), rose 0.3 percent in October.

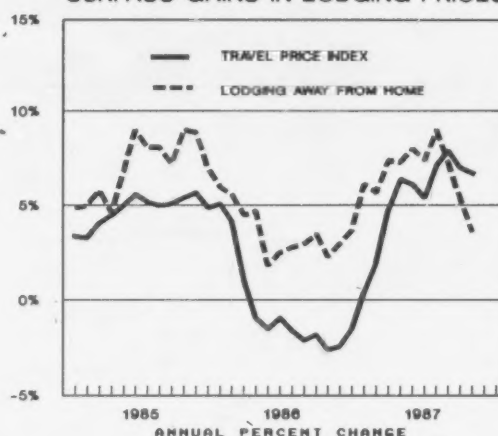
The TPI, which measures changes in the seasonally unadjusted prices of lodging, food, transportation, and other goods and services purchased by Americans traveling away from home in the United States, fell to 403.9 (1967=100) in October.

Also for the second month, lodging prices led the decline, falling 2.5 percent after dropping 2.7 percent in September. Lodging costs had increased during each of the first eight months of 1987.

Unlike last month, however, nearly all of the transportation components registered declines as well. Airline fares dropped 1.1 percent, while motor fuel prices fell 1 percent.

Since October 1986, the TPI has risen 6.7 percent while the CPI has gained 4.5 percent. Motor fuel prices have led the rise in travel prices with a 20.0 percent increase since October 1986. Airline fares, with the second fastest rate of growth, have increased 4.5 percent, followed by food and beverage prices, up 4.0 percent since October of last year. ##

ANNUAL TPI INCREASES CONTINUE TO SURPASS GAINS IN LODGING PRICES



Monthly and Annual Rates of Change in the Travel Price Index and Components
October 1987

TPI Component	Monthly Percent Change	Annual Percent Change
	September 1987 to October 1987	October 1986 to October 1987
Transportation	-1.0	13.2
Airline Fares	-1.1	4.5
Other Intercity Trans.	-0.3	1.6
Intracity Public Trans.	0.0	2.1
Motor Fuel	-1.0	20.0
Lodging	-2.5	3.6
Food and Beverages		
Away From Home	0.3	4.0
Entertainment	1.5	2.1
TRAVEL PRICE INDEX	-0.9	6.7
CONSUMER PRICE INDEX	0.3	4.5

Source: US Travel Data Center and U.S. Bureau of Labor Statistics

TRAVEL PRINTOUT is published monthly by the US Travel Data Center, the national non-profit center for travel and tourism research, and an affiliate of Travel Industry Association of America, Two Lafayette Centre, 1133 21st Street NW, Washington, D.C. 20036. Telephone: 202/293-1040. Suzanne D. Cook, Director. Ida Simmons, Editor. ISSN: 0744-6233.

TRAVEL PRINTOUT reports on Data Center Projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are \$55. per year, U.S., Canada and Mexico; other foreign countries, \$65. per year, payable in U.S. funds only.

The US Travel Data Center is an affiliate of the Travel Industry Association of America



Air Transport Association Reports Record Number of Americans Are Flying

The 1987 Air Travel Survey conducted by the Gallup Organization during June, July and August, 1987, for the Air Transport Association of America, showed a record number of Americans, 126 million, have ever flown on airlines and have averaged 3.4 round-trips each.

The 1987 survey, obtained from 4,733 adults, reported that nearly one out of every three adults, or 30 percent, flew during the past year.

Of all trips, 52 percent were for pleasure or personal reasons, including visiting friends or relatives, sightseeing and visiting a resort. About 48 percent of the trips were for business purposes.

The 1987 Air Travel Survey is,

available for \$35 from the Public Information Office, Air Transport Association, 1709 New York Avenue, NW, Washington, D.C. 20006-5206. ##

Suzanne D. Cook, director of the US Travel Data Center, was named "Woman of the Year in Travel Research" by the New School Chapter of the Travel and Tourism Research Association. She was honored at a reception December 16, at the New School for Social Research.

She also recently received a Ph.D. in social psychology from The George Washington University, Washington, D.C.

##

Tourism's Top Twenty (continued)

ation and world travel.

"The popularity of the first and second editions showed a need for an updated single source of answers to the questions the travel industry and the news media frequently ask us," said Suzanne D. Cook, director of the Data Center.

Tourism's Top Twenty: 1987 Edition contains over 90 tables ranking cities, states and countries by number of visitors, advertising expenditures, revenues

and other criteria. It also contains an detailed index and an extensive list of sources.

Tourism's Top Twenty: 1987 Edition will be released in mid-January. Data Center full members will receive a complimentary copy upon request. The report is available to Data Center limited members and others for \$48 (prepaid) from the US Travel Data Center, Two Lafayette Centre, 1133 21st Street, NW, Washington, D.C. 20036. ##

Visitor Volume at National Parks Region	SEP 1987 visits	Change from SEP 1986* (percent)	Percent change 1987/1986* Year-to-Date
NEW ENGLAND	1,738,380	19	15
MIDDLE ATLANTIC	3,249,433	20	25
SOUTH ATLANTIC	9,282,408	0	-6
EAST SOUTH CENTRAL	1,870,573	-20	-18
EAST NORTH CENTRAL	558,233	29	13
WEST NORTH CENTRAL	882,488	11	2
WEST SOUTH CENTRAL	811,981	16	-3
MOUNTAIN	4,536,269	20	7
PACIFIC	5,098,212	1	4
TOTAL	28,027,977	6	2

* Percent change figures may not be consistent with previously reported visitation totals due to National Park Service revisions.

States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. MIDDLE ATLANTIC: New Jersey, New York, Pennsylvania. SOUTH ATLANTIC: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia. EAST SOUTH CENTRAL: Alabama, Kentucky, Mississippi, Tennessee. EAST NORTH CENTRAL: Illinois, Indiana, Michigan, Ohio, Wisconsin. WEST NORTH CENTRAL: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas. MOUNTAIN: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. PACIFIC: Alaska, California, Hawaii, Oregon, Washington.

Current Travel Indicators

CURRENT TRAVEL INDICATORS

CURRENT TRAVEL INDICATORS		Percent Change			
	Current Month	Current Value	From Previous Month	From Year-ago Month	Year-to-date 1987/86
<u>Establishment receipts or retail sales</u>					
Hotels, motels and other lodging places(1)	Sep	\$ 4,213 million	-4.5	9.4	7.9
Eating and drinking places(2)	Sep	\$12,577 million	-0.6	3.2	7.2
Gasoline service stations(2)	Sep	\$ 7,707 million	-0.7	12.0	1.1
<u>Commercial lodging demand</u>					
Hotel/motel occupancy rate(3)	Sep	64.9 percent	-0.8	2.0	-1.4
Real demand for commercial lodging(4)	Sep	56.6 million	-8.2	6.4	4.7
<u>Airline passenger traffic(5)</u>					
Domestic revenue passenger-miles	Sep	23.4 billion	23.5	4.7	9.5
International revenue passenger-miles	Sep	7.3 billion	-24.1	26.2	24.9
<u>Highway traffic volume(6)</u>					
Rural arterial vehicle-miles	Sep	42.0 billion	-13.3	7.2	4.8
<u>Rail passenger traffic(7)</u>					
Amtrak passenger-miles	Sep	422.0 million	-28.3	12.4	4.9
<u>Travel Price Index(8)</u>					
	Sep	407.5	-0.6	7.0	5.2
<u>U.S. resident travel(9)</u>					
Total person-trips	Aug	152.0 million	2.7	8.3	6.1
Vacation person-trips	Aug	104.4 million	-3.1	-3.7	2.7
Total person-nights	Aug	806.7 million	-10.6	4.5	3.1
Vacation person-nights	Aug	626.4 million	-7.8	-3.7	-2.8
<u>Public use of national parks(10)</u>					
Visits	Sep	28,027,977	-32.6	6.0	2.0
Overnight stays	Sep	1,994,518	-41.7	14.1	8.0
<u>Foreign arrivals in U.S.(11)</u>					
From overseas	Aug	1,246,941	-2.8	18.5	18.1
From Canada	Sep	1,048,644	-41.7	16.9	13.1
From Mexico	Aug	116,161	-13.7	25.2	17.1
<u>U.S. citizen departures(12)</u>					
To overseas	Aug	1,618,457	-40.9	13.1	31.8
To Canada	Sep	1,389,412	-40.1	-5.4	-7.5
<u>Domestic demand for motor gasoline(13)</u>					
Barrels per day	Sep	7,104 thousand	-2.9	3.5	2.1

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